

MEDIA RELEASE

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Book Publishers Launch Educational Podcasts

Edmonton—For the first time ever, a new series of podcasts on publishing is accessible on the web, thanks to an innovative project undertaken by the Book Publishers Association of Alberta (BPAA), with funding from the Canada Council for the Arts and the Alberta Foundation for the Arts.

Podcasts on Publishing is an invaluable resource for experienced and new publishers, authors and those interested in book publishing and other creative industries. In these podcasts, Alberta publishers and guest experts discuss how books are published, how publishers work with authors, how books are marketed, and how new technologies are creating unique and new opportunities for publishers.

“This was a wonderful project to be involved in,” says Jerome Martin of Spotted Cow Press in Edmonton, and the creator of the podcasts. “They showcase the depth and breadth of experience among Alberta publishers, and clearly demonstrate their leadership in contributing to Alberta’s Creative Economy.”

Podcasts on Publishing is available at www.bookpublishers.ab.ca and through iTunes—search “Podcasts on Publishing.”

Descriptions of the individual podcast episodes are attached as a backgrounder document to this release.

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1 enclosure (episodes are linked)

Episode 1: Todd Anderson

In this episode Todd Anderson, Director of the University of Alberta Bookstore, discusses trends and developments in book selling and publishing, including the Espresso Book Machine which was purchased by the U of A Bookstore. Anderson describes how he and his colleagues are using this machine to create new books and produce historical and academic books which are out of print.

Episode 2: Charlene Dobmeier

In this podcast Charlene Dobmeier, President of Kingsley Publishing Services, discusses the role of a publisher and how publishers and authors can work together effectively to create excellent books which will be successful in the marketplace. Publishing can and should be both a business and a passion, according to Dobmeier.

This podcast is essential listening for new and experienced authors and publisher

Episode 3: Sean Howard

Sean Howard is a consultant who focuses on innovation, serious play and collaboration. In this podcast, which was recorded at the 2008 annual general meeting of the Book Publishers Association of Alberta, Sean discusses how publishers and other creative people are using social media tools such as FaceBook and Twitter.

Episode 4: Andrew Savikas

Andrew Savikas is the Director of Publishing Technology at O'Reilly Media and is the General Manager of O'Reilly's Tools of Change for Publishing division. In this podcast Andrew discusses the opportunities that new technology offers to publishers.

Episode 5: John King

John King is President of the Book Publishers Association of Alberta. In this podcast, John discusses the benefits of being part of this organization. Publishers share ideas and knowledge readily since they are not competing directly with each other, according to John. Publishers' organizations provide professional development sessions for their members and also serve as cultural industry lobby groups.

Episode 6: Cathie Crooks on Marketing Plans

Cathie Crooks is the Sales and Marketing Manager at the University of Alberta Press. She has extensive experience in publishing and marketing books and she shares that experience in this podcast. Cathie discusses marketing plans and how authors and publishers can work together to ensure that books reach reviewers, bookstores and readers. She also shares her ideas with respect to book launches, advertising, and innovative marketing techniques.

Episode 7: Cathie Crooks: Working with a publisher

Do I really need a publisher or can I publish my book myself? This is a common question that authors ask. Cathie Crooks, Sales and Marketing Manager at the University of Alberta Press, tells us why she thinks that working with a professional publisher is the best choice for an author. She also explains how and how much authors, bookstores, publishers and distributors are paid when a book is sold.

Episode 8: Lou Morin of NeWest Press

Emerging from the buzzing cultural climate of western Canada in the 1970s NeWest Press has been publishing radically rewarding literature for over thirty years. This innovative press continues to produce award-winning fiction, poetry, and non-fiction. In this podcast Lou Morin, General Manager of NeWest, discusses how a relatively small literary press has survived and prospered in difficult times and how she views the future of publishing in Alberta.

Episode 9: The Espresso Book Machine: Print on Demand at the University of Alberta Bookstore

Todd Anderson, Director of the University of Alberta Bookstore, was responsible for acquiring the first Espresso Book Machine ever used in a University Bookstore. After talking to Jacob Epstein, one of the principals of On Demand Books at a conference in Boston in 2006, Anderson decided that he and his colleagues could create new opportunities for students, faculty and the public by using this unique machine. The Espresso Book Machine has been a great success at the U of A Bookstore and Todd Anderson has become one of the leading experts in the world on its use.

Anderson discusses the successes of the Espresso Book Machine at the U of A and his ideas with regard to print on demand and the future of publishing.

Episode 10: Scholarly Publishing in Alberta

In this podcast Linda Cameron, Director of the University of Alberta Press, discusses scholarly publishing and its importance to educational institutions and the public. Publishers such as the U of A Press help institutional scholars present their knowledge to colleagues and to people outside their field. Presses operated by the University of Alberta, the University of Calgary, and Athabasca University have been very successful in producing high quality, innovative books for diverse markets in Canada and abroad.